

Listing of the Claims:

1. (Currently Amended) A scented vehicle tire, comprising at least one removable insert, ~~o-ring~~ or plug provided in at least one void contained adjacent to the outside surface of at least one of a tread, a belt or a ply of said vehicle tire, said insert, o-ring or plug comprising at least one scent or fragrance incorporated into said insert, o-ring or plug of said vehicle tire and wherein said scent or fragrance ~~that is released when said vehicle tire is used in a vehicle for driving, said release of said scent or fragrance~~ due to friction, heat buildup, or wear.
2. (Currently Amended) The scented vehicle tire of claim 1, wherein said at least one insert, ~~o-ring~~ or plug further comprises at least one pheromone.
3. (Canceled)
4. (Currently Amended) The scented vehicle tire of claim 1, wherein said vehicle tire further comprises at least one wear warning component, comprising at least one of a wear warning scent, visible wear warning non-colored or colored smoke, or visible wear warning powder that optionally leaves a residue, wherein the intensity or timing of the release of said wear warning component is proportional to the wear level of said vehicle tire.
5. (Currently Amended) The scented vehicle tire of claim 1, wherein said insert, ~~o-ring~~ or plug is color coordinated with said scent or fragrance, or wherein the color of said insert, ~~o-ring~~ or plug is incongruous with said scent or fragrance.
6. (Currently Amended) The scented vehicle tire of claim 1, wherein said ~~void~~, insert, ~~o-ring~~ or plug comprises a particular shape, design, directional orientation, size, or depth, ~~or a groove, channel, or crevice~~.
7. (Currently Amended) The scented vehicle tire of claim 6, wherein said vehicle tire further comprises at least one void anywhere on the outside surface of said tire, said void providing for placement or replacement of at least one additional insert, ~~o-ring~~ or plug comprising at least one of a fragrance, a scent, a pheromone or a wear warning component..
8. (Currently Amended) The scented vehicle tire of claim 6, wherein said vehicle tire is selected from a vehicle tire for at least one of an automobile, a sport utility vehicle, a minivan; a heavy machinery work vehicle, a truck, a farm equipment

- vehicle, an aircraft; a bus; a motorcycle, a scooter, a motorbike; an all-terrain vehicle, a golf cart, a go cart; a bicycle, a unicycle, a tricycle, or an exercise bike.
9. (Currently Amended) The scented vehicle tire of claim 6, wherein at least one of said at least one void can accommodate two or more of at least one of said plug, ~~o-ring~~ or insert.
10. (Currently Amended) The scented vehicle tire of claim 1, wherein said plug, ~~o-ring~~ or insert: ~~(a) comprises at least one color is inserted, installed or secured in said void;~~
- ~~a. is removable from said at least one void of said vehicle tire; or~~
 - ~~b. comprises any embodiment of an "O" ring around the circumference or diameter of said vehicle tire.~~
11. (Canceled)
12. (Currently Amended) The scented vehicle tire of claim 1, wherein said insert, ~~o-ring~~ or plug further comprises at least one visual aspect selected from a reflective component, a refractive component, a sparkling component, a shining component, a holographic component, a jewel-like component, a luminescent component, a pearlescent component, a fluorescent component, or a glow-in-the dark component.
13. (Currently Amended) The scented vehicle tire of claim 4, wherein said wear warning component comprises at least one wear warning plug, ~~o-ring~~ or insert is oriented in said vehicle tire such that deployment occurs at a predetermined level of wear of said vehicle tire, and wherein said wear warning plug, ~~o-ring~~ or insert comprises: 1) at least one wear warning composition comprising at least one wear warning scent, visible wear warning colored or non-colored smoke, or wear warning powder; or, 2) wherein at least one capsule or microcapsule comprising said at least one wear warning composition, said capsule or microcapsule rupturing with exposure due to wear, thereby releasing said wear warning composition, wherein the level of said release of said wear warning composition is proportional to the wear level of said vehicle tire.
14. (Canceled)
15. (Canceled)
16. (Currently Amended) The scented vehicle tire of claim 7, comprising wherein said plug, ~~o-ring~~ or insert, provided for placement in said void, comprises semi-

solids that are introduced into said void using at least one method selected from pouring, pumping, injecting, or spraying.

17. (Currently Amended) The scented vehicle tire of claim 1, wherein said plug, ~~or~~ ring or insert comprises two or more sections, wherein at least one of said sections comprises at least one color; at least one scent or fragrance; at least one pheromone; at least one visual aspect; or at least one wear warning component.
18. (Canceled)
19. (Canceled)
20. (Canceled)